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G4A AUXF

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NL 001007644 C US 5855369 A

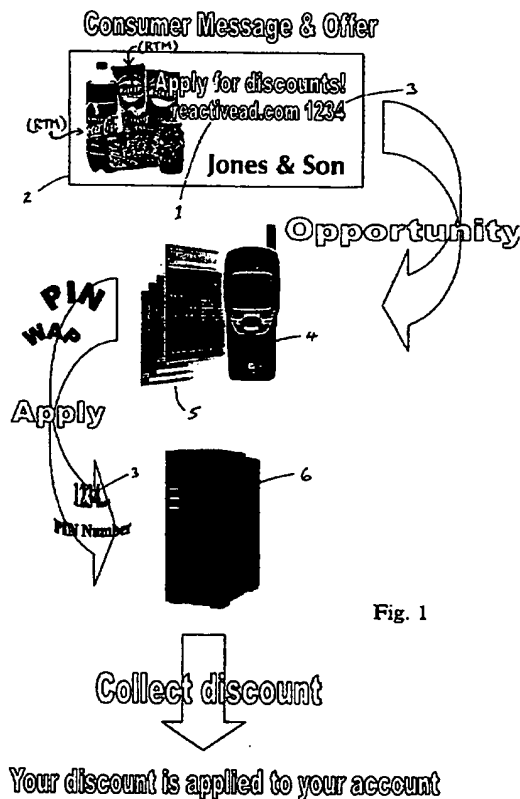
(58) Field of Search

UK CL (Edition S) G4A AUXF
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Online: WPI,EPODOC,PAJ

(54) Abstract Title

A method of collecting information through interactive consumer advertising

(57) A method of collecting information in the form of feedback from a set of consumers whose main personal details are known. Codes 3 are placed in advertisements 2 which the consumer reports to try to win a reward. Using mobile communication devices, e.g. mobile phones 4 which can access the internet, instant feedback of the success of an advertisement campaign can be gained. In one preferred embodiment, entering a web address 1 and an identification code 3 from an advertisement into a WAP phone is sufficient for the consumer to be identified and the claim to the reward to be logged. In another embodiment, a phone prefix 1 and an identification code 3 make up a phone number and the consumer sends a message to that number to claim the reward.



The claims were filed later than the filing date but within the period prescribed by Rule 25(1) of the Patents Rules 1995.

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Consumer Message & Offer

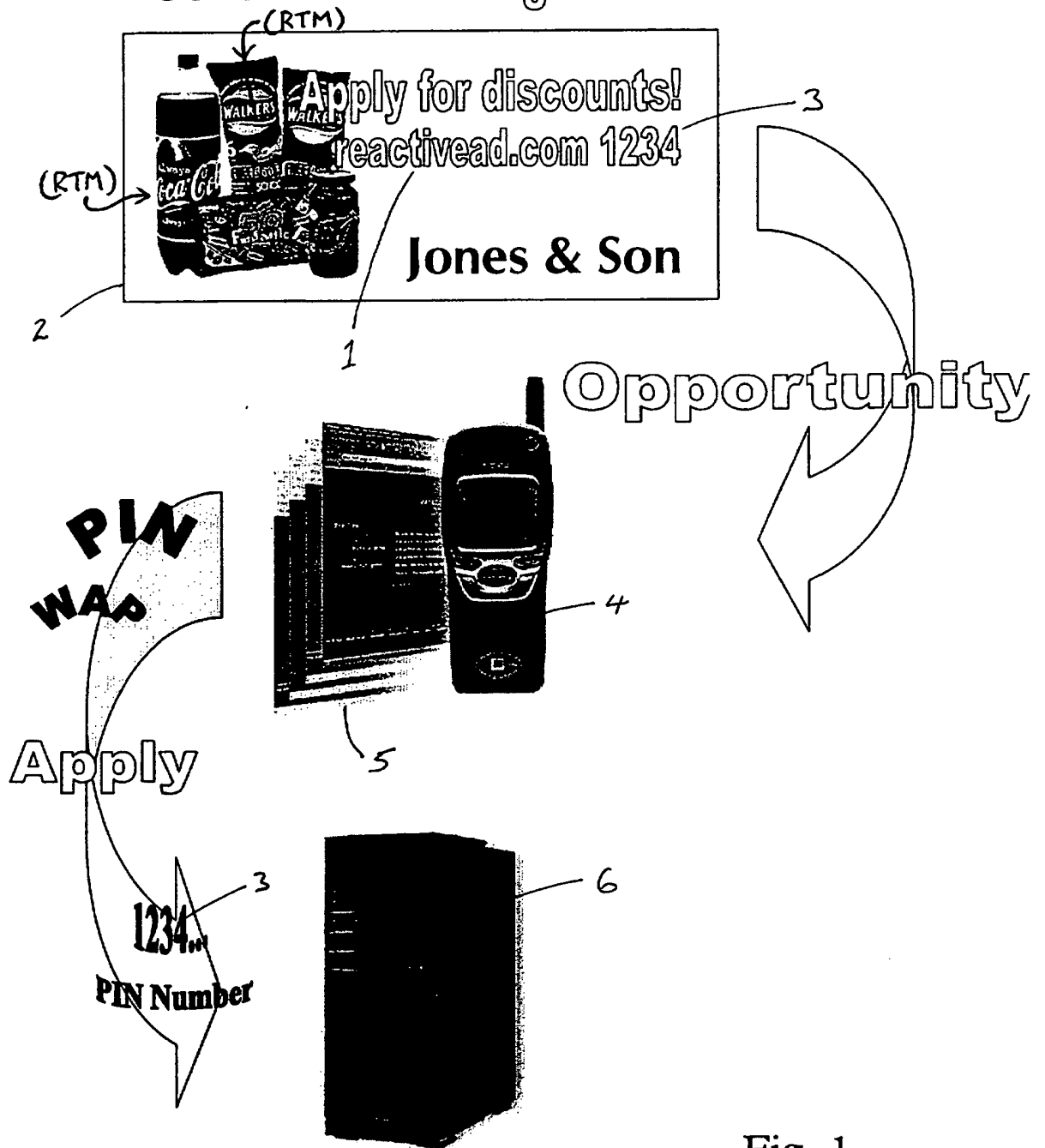
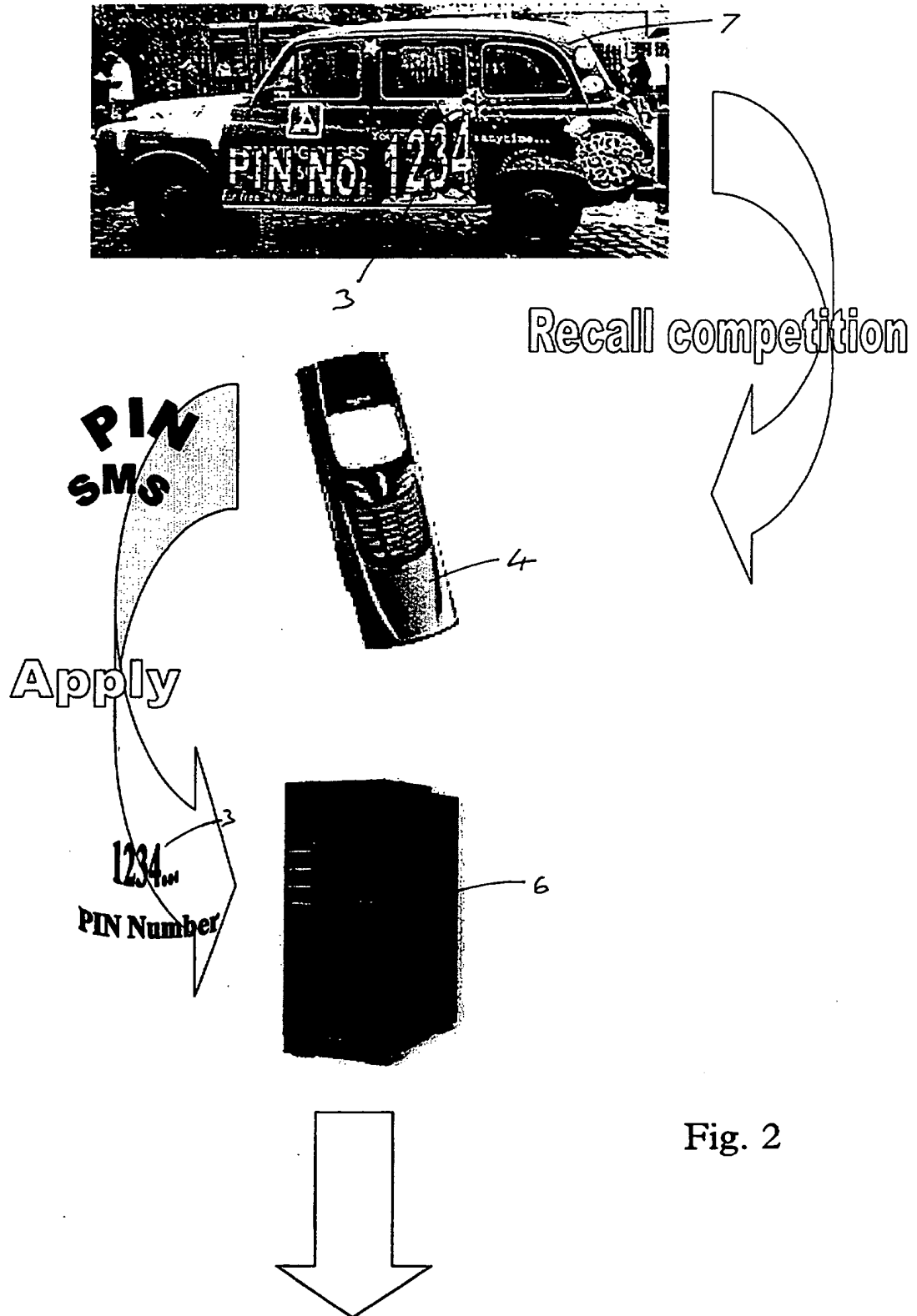


Fig. 1

Holiday Competition - PIN Number on Taxi



First applicant to submit wins holiday!

Consumer Loyalty Offer

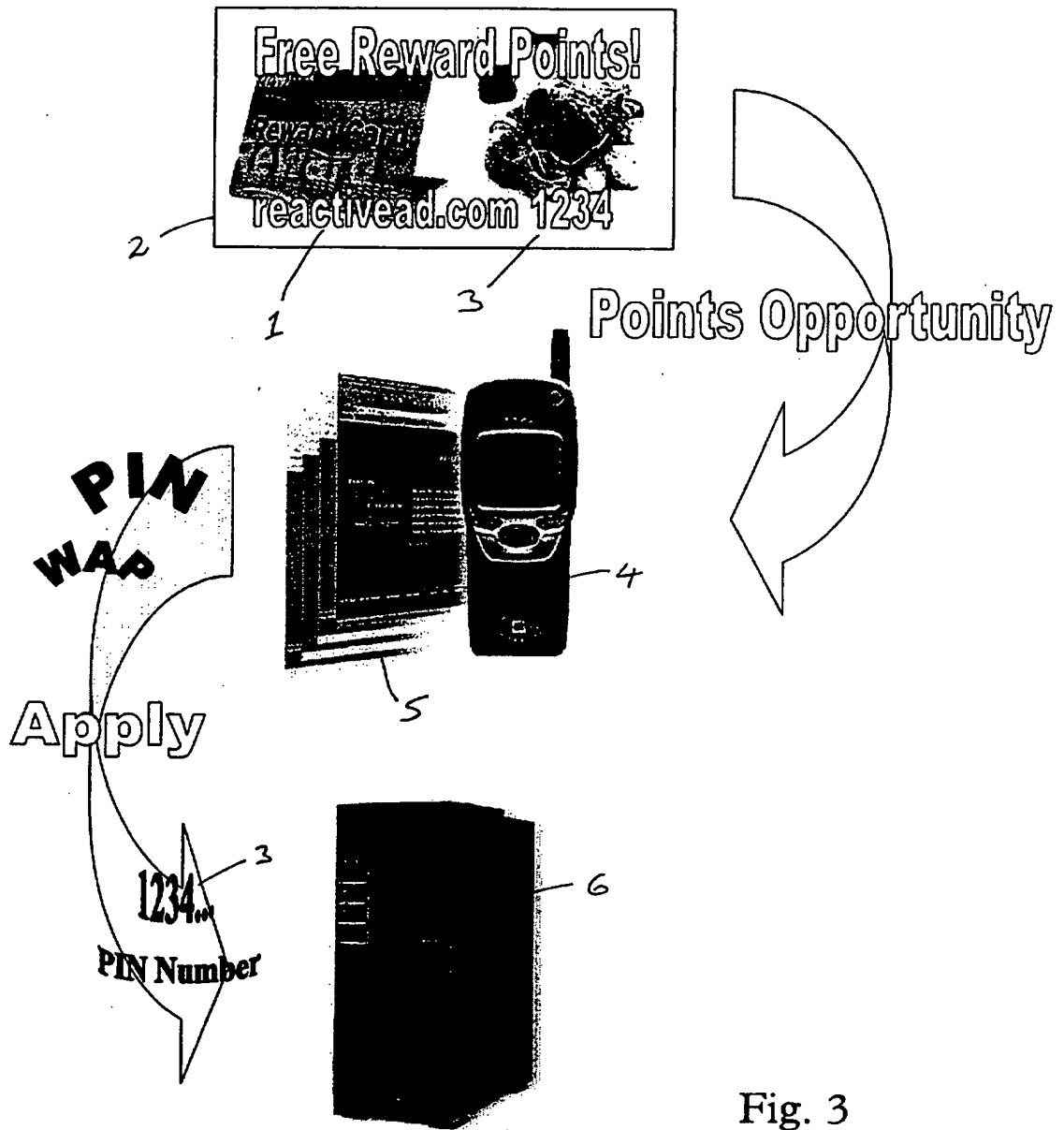


Fig. 3

Your loyalty points reward is added to your account

73002.609

**A method of collecting information through
interactive consumer advertising and uses thereof**

5

The present specification relates to a method of collecting information through interactive consumer advertising and uses thereof.

Advances in modern advertising methods have led to increased levels of consumer interaction and reward, and the ability to capture highly valuable information on consumer lifestyles and buying behaviours. This had led to increased one-to-one communication with the end user and more effective use of marketing budgets through direct marketing approaches.

It is known to place identification codes in advertisements for jobs, for example, so that the prospective employer can obtain feedback on the placement of the advertisement and determine where best to place an advertisement next time.

In the 1980's, a dungeons and dragons style game was developed using a bar code scanner. The consumer would scan the bar code of various products into the device. Different codes had different effects on the game, in some instances giving the player special weapons or powers, or additional health / energy etc.

Coupons too have been used previously in marketing / promotional campaigns. The coupons, say, ring pulls from special edition cans of drink, are collected by the consumer, and when enough have been collected, the coupons can be exchanged for a toy or other suitable prize.

With the recent developments associated with advertising on the internet, it has become possible for banner advertisements linked to specific promotions, to have a limited ability to track users as they explore further on the web.

There is a desire for an advertiser to know how successful the placement of a particular advertisement has been, for example, which medium, location or time of play was most observed. This information is also useful to the providers of the advertising mediums to determine the placements most suited to particular audiences and to base their charges on these findings. It is also desirable to correlate that information with personal details of the consumer, for example, their age, marital status, employment, lifestyle or spending characteristics.

In general terms, therefore, the present invention provides a method of collecting information, comprising:

- for a plurality of consumers, entering personal details of each consumer into a database of a database provider and issuing each consumer with a contact address with which to access the database provider;
- placing an identification code in an advertisement;
- and
- providing a reward to encourage a consumer to find the identification code and report it to the database provider by using the contact address and submitting the identification code to try to win the reward.

In this way, information may be collected about the consumers from their registered personal details and the advertisements which they have identified by submission of the identification code as having seen or heard.

Viewed in another way, the present invention provides a method of compiling a database of consumer details as a result of collecting information as described herein. The present invention also relates to a method of advertising.

The advertisements may be posters, each one having a different identification code embodied somewhere in the advertisement. If the locations of the poster is known, then it is possible to correlate the whereabouts of registered consumers with locations and times, the

advertising media they have responded to and the
successfulness of the advert placement.

The concept is not limited to advertisements in the
form of posters, but may use other media such as audio,
5 newspapers and magazines, television, bill-boards,
changing screens, flyers, in fact any form of
advertisement in which an identification code can be
placed. The identification code may be a number, a
word, a URL address (uniform resource location,
10 accessible via the internet), a string of letters, and /
or numbers, a bar code, such as EAN 8, EAN 13 or other
format, or any other type of code or symbol which can be
used in an advertisement and communicated to the
database provider by the consumer. The easier the
15 identification code can be communicated, the better.
Identification numbers, for example, can be submitted
easily on a mobile phone or similar device.

The consumer uses a communication device to access
the database provider, preferably using an established
20 electronic device which consumers will already have, but
new code scanning and / or message sending devices could
be developed for a particular advertisement campaign if
so desired. The concept is particularly advantageous
when the consumer is encouraged to claim his reward by
25 accessing the database provider using a mobile device,
preferably a mobile phone and in particular one which
can access the internet (e.g. a WAP or I-Mode phone),
but also a palm pilot or other portable message sending
device and the like are also preferred. Preferably, as
30 part of his personal details, the consumer registers his
MSISDN number (mobile station international subscriber
device number). In this way, the consumer can be
identified automatically from the capture of his MSISDN,
e.g., from his SIM card of his mobile phone, when the
35 database provider is accessed.

It is possible nowadays to determine the
whereabouts of a consumer using a mobile device, such as

a mobile phone, through interaction with the local transmitter stations or using GPS. Rather than have posters in known places with individual identification codes, the same identification code can be used on two
5 or more, even perhaps all, of the posters. When a consumer sees the advertisement and finds the identification code, he can use his mobile phone to access the database provider and submit the identification code. The database provider can capture
10 his MSISDN to identify the consumer and record the time and location of the consumer using established technology. In the case of advertising by way of posters or similar medium, costs can be saved by having only one or a small number of advertisement designs.

15 Registering with the database provider may be achieved in many ways, for example, filling in a form which is sent by facsimile, post or e-mail to the provider, filling in details at a web address, by telephone or in person through talking to a
20 representative of the database provider or a combination of any of these. The more personal details that are registered, the better, but certain types of personal information will be more important to certain advertisers. An advertisement for a particular product,
25 for example, would be of no use if it is only noticed by people of the wrong age group for the product. The personal information is also required to understand the makeup of the group of consumers for statistical purposes and prevent the results being misinterpreted.

30 For example, the advert placement may have been successful but the registered group of consumers may not contain a significant number of members in the appropriate age category.

35 Upon registration, each consumer is given an access address. This may be a personal access address, or may be an access address relating to a particular advertiser, a consumer being given more than one access

address corresponding to more than one advertiser, or more preferably, the consumer is given a single access address and the advertiser can be identified from the identification code. In other embodiments, the access address may be a fairly generic access address, e.g., to a web home page of the database provider (e.g., reactivead.com), and further access address information (possibly in addition to the identification code) may be included in the advertisement. For example, it may be necessary to include the name of the advertiser in addition to an identification code to access the necessary web site. The generic access address may also be a phone prefix number.

The access address may take the form of a phone number, for example, to an operator or automated routing system, e.g. touch tone, voice or similarly operated system. More preferably, the phone number may be just a prefix, e.g. 0xxx or 0xxxx etc., with the identification code providing the remaining digits of the phone number, or at least some of the remaining digits and the rest of the number provided by a further identifier e.g. a PIN (personal identification number) for the consumer. The number may be to a text messaging server (e.g. SMS - short message service) or SMS gateway. The access address may be an URL address, perhaps accessing a home or other page on the website of the database provider. The URL address may be any string of letters, numbers and symbols and may be in a higher or lower address form.

The access address may include an identifier to identify the consumer as he accesses the database provider. In other embodiments, the consumer may be given a password or code which has to be entered in order to identify the consumer. This may be required in addition to the database provider capturing his phone number (say, if phoning using a land line) or MSISDN (if phoning using a mobile phone). In this way, security

can be improved, which may be particularly important if the database provider is offering a range of other services, possibly even credit, at the site.

As mentioned above, the identification code may
5 complete a phone number or route a call or message. It may complete a web address or access a further web page linked to a home page for the database provider. In other preferred embodiments, the identification code which is placed in the advertisement may lead the
10 consumer to the database provider and the access address may direct the message or route the call the last part of the way to an advertiser's site in the database provider's domain.

Thus, viewed from another aspect, the present
15 invention provides a method of collecting information comprising:

setting up a web page at a uniform resource location, said uniform resource location having an address comprising a string of numbers, letters and/or
20 symbols;

placing an advertisement having an identification code corresponding to a portion of the address for the uniform resource location;

issuing an access address to a consumer
25 corresponding to a further portion of said address of said uniform resource location; and

providing a reward to encourage a consumer to access the uniform resource location comprising the access address and the identification code using a
30 communication device to report having found said identification code to try to win said reward.

In the most preferred embodiments, the communication device is a mobile communication device, e.g. a mobile phone, which is capable of accessing the
35 internet and the access address and identification code together form an URL address. Submission of additional codes, e.g., a third or other code (possibly for

security purposes) may be required to arrive at the complete URL address.

From another aspect, the present invention provides a method of collecting information comprising:

- 5 setting up a phone line to receive a call or message, said phone line having an address comprising a string of numbers, letters and/or symbols;
- placing an advertisement having an identification code corresponding to a portion of the address for said
- 10 phone line;
- issuing an access address to a consumer corresponding to a further portion of the address for said phone line; and
- providing a reward to encourage a consumer to dial
- 15 the phone line comprising said access address and identification code using a communication device to report having found said identification code to try to win said reward.

Preferably the communication device is a mobile

20 phone and the codes together (or with additional numbers) form a phone number. The access address may be in the form of a prefix number and the identification number makes up a portion or the remainder of the phone number.

25 Preferably the codes are dialled or entered into the communication device in the order of access address plus identification code, but other embodiments are envisaged where these are dialled or entered the other way around. Advertisements may contain both the

30 identification code and access address and registration of personal details may not occur until after the consumer has accessed the uniform resource location or dialled the phone line to try to win the reward.

 The identification code may be a one off so that a

35 reward is given on a first come, first served basis. There may be multiple instances of an identification code but strategically or geographically located. The

identification codes may be as part of a set or group of codes, each code being different but requiring the submission of a proportion or set of identification codes to win the prize. The identification codes may have a predetermined lifetime after which they expire. The identification codes may deteriorate / depreciate in value (for example, exponentially as with a radioactivity decay curve) to encourage a faster response on the part of the consumer. The identification numbers may only have a one off use and become invalid after the first (or set number of) instances. This could be used where the aim may be to submit the identification codes in a particular order, to prevent repeated random guesses. It is preferred if the submission of the identification codes is formulated into a game of some kind in order to encourage participation by the consumer.

The term "reward" used herein is not intended to be interpreted strictly in the sense of money or a prize, but in a broad sense, for example, any incentive which may be offered to the consumer to encourage the consumer to submit the identification code. This may take the form of points on a loyalty card, for example, or entitle the consumer to further offers on products. The reward may be in the form of an entry into a lottery, possibly using the identification codes as lottery numbers.

The advertiser may be the database provider. For example, software could be bought or licensed to an advertiser so that it may control the information obtained from the consumer responses. It is more advantageous, however, for the database provider to be a separate entity which specialises in the software and the maintenance of the database, that can then send reports and statistical analysis of the consumer responses to the advertiser.

The present invention therefore extends to cover

software for carrying out any of the methods of
collecting information described herein, any writable
medium, e.g., disc, drive, memory, RAM, magnetic tape,
etc., having such software recorded thereon and to any
5 computer, web site or electronic device including such
software. As a result of collecting this information a
database of consumer details can be compiled. The
present invention therefore also extends to a database
having data obtained by a method of collecting
10 information described herein.

The concept of the present invention can be used to
build customer loyalty. It can be extended to
compliment any reward card scheme currently in use. The
registration of personal details could be as part of an
15 application for a loyalty card or could be in addition
to this.

Since the consumer has registered with the database
provider and can be identified, say, by means of his
MSISDN or a PIN (personal identification number), the
20 database provider may also offer other services. For
example, there could be a payment and billing system,
possibly coupled to a customer loyalty card account. A
book marking service to the database provider,
advertiser and other sites may also be provided. A
25 reminder service could be provided; since this concept
is primarily directed to mobile technology which the
consumer would carry around with them. Provision may be
made for the consumer to access his account e.g. by the
internet, to find out details of rewards gained,
30 discounts available, competition wins or losses, etc. A
"swap shop" type service could be provided for consumers
to interchange offers / rewards. An auction service
could be provided to sell on certain rewards. In the
preferred embodiments where the access address takes the
35 consumer to an address on the internet, once the
consumer has been identified, the website may be
customised to suit the consumer. It may include e-mail

or allow means by which the advertiser can present further adverts to the consumer.

5 The present concept is a form of interactive consumer advertising, with consumers reacting to an advertisement of any medium, preferably by a mobile device (communicating through an open or proprietary standard) for an incentive or reward. The concept enables all traditional advertising mediums to exact a reaction by preferably mobile technology to provide a
10 tangible level of interaction between the consumer and the retailer / service provider and a way of capturing consumer buying-habits, geo-demographical and statistical information for the advertiser.

15 In a basic example; a consumer sees a product / service advertised on a bill-board. The consumer is drawn to specific information contained in the advertisement in the form of an identification code, this code is then immediately relayed back to the database provider, advertiser or central hub, via the
20 consumer's mobile device. Receipt of the correct identification code and a personal identifier from the mobile device approves the incentive or reward to be provided. Alternatively the code can be recorded and used later (i.e., by a PDA (personal digital assistant)
25 type or non-mobile device).

 The concept provides a unique and scalable opportunity to interact with consumers via current and future mobile communication devices. Due to its simplicity, the concept can work today. It does not
30 require any advances in technology nor changes to industry. From an advertiser's point of view it is simply another promotional campaign to be thought out. It utilises, say, current mobile technology in a usable manner preferably by minimising the interaction time
35 required with the service, yet providing a tangible reward for the consumer. The problems with mobile technology (including WAP devices) are the limitations

in bandwidth, screen and keyboard / keypad sizes, but these will become less so as technology advances. The concept preferably uses the MSISDN of the mobile device as a unique and automatic identifier and simple access addresses to make the service easier to access. "Above the line advertising" is already in very advanced stages of sophistication, but mobile technology is not. Advances in the latter can only improve the service from both the consumer and advertiser's perspectives i.e., consumers can receive instant gratification or application through advanced WAP enabled devices, WAP advertisers can gain more accurate customer information through high levels of interaction with the consumer, for example, advertising medium success rates, geographical concentrations of call-to-action, time of day recognition and action times to monitor peoples' life-styles geo-demographical profiles of participant plus a consumer buying habits, and / or global positioning of customer through SIM card / GPS interaction.

Certain preferred embodiments will now be described by way of example only and with reference to the accompanying figures, in which:

Figure 1 shows a schematic representation of a first preferred embodiment;

Figure 2 shows a schematic representation of a second preferred embodiment; and

Figure 3 shows a schematic representation of a third preferred embodiment.

Example 1

Referring to Figure 1, a consumer registers his personal details with a database provider and is given an access address 1 to contact that database provider, e.g., a web address such as "reactivead.com". A retailer executes a strategic advertising campaign involving national billboard advertising. Certain

posters 2 in the campaign (geographically distributed) contain an identification code 3 from an allocated set of identification codes. The identification code 3 may be a string of numbers and/or letters, e.g., "1234".

5 The advertisement may include details such as the access address 1. The consumer uses his WAP phone 4 to key in the URL (access address 1) and sends the identification code 3 via the internet from his mobile telephone 4. The consumer is identified from capture of the SIM card

10 number (MSISDN). Submission of the individual identification code 3 entitles the consumer to a discount off a retail product which is sold by the advertiser. Submission of further identification codes 3 entitles the consumer to further discounts.

15 Submission of the complete set of identification codes 3 within a set time frame, as the identification codes 3 are on time expiry, entitles the consumer to a product for free. A database 6 of information is built up from the personal details of the consumer and the

20 advertisements 2 he has responded to.

Example 2

Referring now to Figure 2, a travel agent wishes to give a holiday away. They advertise on taxis 7 in

25 London, three of which have an identification code 3 printed on their sides, all three codes being different. Consumers are only given three chances to submit identification codes 3, all of which must be correct to win. The winners are chosen on a first come, first

30 served basis. For the consumer, the process is as follows. A consumer sees one of the taxis 7 and submits the identification code 3, say, on his mobile phone 4 via an SMS message sent to a specific SMS phone number. This identification code 3 activates the consumer

35 (identified by the mobile device (MSISDN number) for inclusion in this particular competition; he now can submit two further tries for the remaining

identification codes 3.

Example 3

5 In Figure 3, a retailer / service provider (e.g., a
supermarket company, airline company, etc.) wishes to
offer extra free reward points to loyalty card holders
who register their acknowledgement of a specific advert
2 by submission of an identification code 3. The
consumer uses his mobile or WAP phone 4 to submit the
10 identification code 3 via SMS or URL, as per the above
two examples. In doing so, the consumer gains
additional loyalty points to be redeemed against future
purchases, whereas the retailer / service provider gains
valuable information with regard to the success of the
15 advertising campaign.

Other examples are follows:

A fuel station wishes to increase diesel volumes
through commercial vehicle and passenger car traffic. A
20 billboard advert is placed on the roadside five miles
prior to the site offering drivers a discount off diesel
if they send an identification code 3, e.g. "1234", to
an access address 1, e.g. phone prefix "0111-fuel" via
SMS. On providing proof of this to the retailer, by
25 means of an automatic SMS reply to the consumer's mobile
phone 4, the discount is applied directly at the
cashier's till.

An on-line game offers a unique weapon to the first
1000 readers of a particular computer magazine who
30 correctly locate the advert 2 and relay back the
supplied identification code 3. Pre-registration of e-
mail address and mobile phone number may be required as
part of the registered personal details. A similar
example may use posters at bus stops to target
35 commuters, who would be a prime audience of this type of
concept. Strategically positioned posters can maintain
an on-going relationship with the target audience.

The concept could also be adapted for use on local radio, offering, say, reduced price on cinema seats / restaurants. The concept could even be adapted to create a lottery type game. The user could "prospect" 5 for the correct access address or identification code to win prize money by dialling different numbers, the longer term returns being gained from cost of calls.

Thus, there has been described a new concept for collecting information and compiling a database of 10 consumer details which utilises modern mobile technology to provide feedback of advertisement placements and advertising campaigns.

Claims:

1. A method of collecting information, comprising:
for a plurality of consumers, entering personal
5 details of each consumer into a database of a database
provider and issuing each consumer with an access
address with which to access the database provider;
placing an identification code in an advertisement;
and
10 providing a reward to encourage a consumer to find
the identification code and report it to the database
provider by using the access address and submitting the
identification code to try to win the reward.
- 15 2. A method as claimed in claim 1, wherein the
consumer is encouraged to submit the identification code
to the database provider using a mobile communication
device.
- 20 3. A method as claimed in claim 2, wherein said mobile
communication device is a mobile phone.
4. A method as claimed in claim 2 or 3, wherein said
mobile communication device accesses the database
25 provider via the internet.
5. A method as claimed in claim 2, 3 or 4, wherein the
consumer registers his mobile station international
subscriber device number as part of his personal details
30 and this number is used to identify the consumer when
the database provider is accessed.
6. A method as claimed in any preceding claim, wherein
the database provider logs the time and location of the
35 consumer when the consumer submits the identification
code.

7. A method as claimed in any preceding claim, wherein said identification code comprises a string of numbers, a string of letters, a string of numbers and letters, or a bar code.

5

8. A method as claimed in any preceding claim, wherein the access address is an address for a uniform resource location or a portion of one.

10

9. A method as claimed in claim 8, wherein said identification code is a portion of an address for a uniform resource location.

15

10. A method as claimed in any of claims 1 to 7, wherein the access address is a telephone number for a telephone line or a portion of one.

20

11. A method as claimed in claim 10, wherein said access address is a prefix of a telephone number.

12. A method as claimed in claim 10 or 11, wherein said identification code is a portion of a telephone number for a telephone line.

25

13. A method as claimed in any of claims 8 to 12, wherein said access address and said identification code are portions of an address for a uniform resource location or a telephone line.

30

14. A method as claimed in any preceding claim, wherein said advertisement is part of an advertising campaign in which advertisements having different identification codes are displayed or played at different locations, the whereabouts of the locations being known to the database provider and / or advertiser (if different).

35

15. A method as claimed in claim 14, wherein submission

of an identification code entitles the consumer to a discount off a retail product.

16. A method as claimed in claim 14 or 15, wherein
5 submission of three or more different identification codes entitles the consumer to a retail product for free.

17. A method as claimed in claim 16, wherein the
10 consumer must submit three or more different identification codes within a set period of time to try to win said reward.

18. A method as claimed in any of claims 1 to 13,
15 wherein said advertisement is part of a competition, in which advertisements having different identification codes are displayed, one on each of a plurality of vehicles, and a consumer is required to submit three or more different identification codes to try to win said
20 reward which is in the form of a competition prize.

19. A method as claimed in claim 18, wherein the
submission of a first correct identification code entitles the consumer to submit two further
25 identification codes which must also be correct to win.

20. A method as claimed in any of claims 1 to 13,
wherein said advertisement is part of an advertising campaign in which a plurality of advertisements are
30 displayed or played having the same identification code.

21. A method as claimed in any preceding claim, wherein said advertisement is associated with a loyalty card scheme and submission of said identification code
35 entitles a consumer to additional points that are credited to a loyalty card account of the consumer which can be redeemed against future purchases.

22. A method of collecting information comprising:
 setting up a web page at a uniform resource
location, said uniform resource location having an
address comprising a string of numbers, letters and / or
5 symbols;
 placing an advertisement having an identification
code corresponding to a portion of the address for the
uniform resource location;
 issuing an access address to a consumer
10 corresponding to a further portion of said address of
said uniform resource location; and
 providing a reward to encourage a consumer to
access the uniform resource location comprising said
access address and said identification code using a
15 communication device to report having found said
identification code to try to win said reward.
23. A method as claimed in claim 22, wherein the web
page is provided by a database provider and the consumer
20 is encouraged to access the uniform resource location of
the database provider using a mobile communication
device that can communicate via the internet.
24. A method as claimed in claim 22 or 23, wherein the
25 consumer enters into said communication device, said
access address, said identification code and a further
code to complete the address of said uniform resource
location.
- 30 25. A method as claimed in claim 24, wherein said
further code is a personal identification number
allocated to the consumer.
26. A method as claimed in claim 24, wherein said
35 further code is a name used by the advertiser.
27. A method of collecting information comprising:

setting up a telephone line to receive a call or message, said telephone line having an address comprising a string of numbers, letters and / or symbols;

5 placing an advertisement having an identification code corresponding to a portion of the address for said telephone line;

 issuing an access address to a consumer corresponding to a further portion of the address for
10 said telephone line; and

 providing a reward to encourage a consumer to dial the telephone line comprising said access address and identification code using a communication device to report having found said identification code to try to
15 win said reward.

28. A method as claimed in claim 27, wherein the telephone line is operated by a database provider and the consumer is encouraged to contact the database
20 provider by calling or sending a message to the database provider using a mobile communication device.

29. A method as claimed in claim 23 or 28, wherein the consumer registers certain personal details with the
25 database provider which are entered into a database.

30. A method as claimed in any of claims 22 to 29, wherein the time and location of the consumer is logged when the consumer accesses the uniform resource location
30 or dials said telephone line.

31. A method as claimed in any of the preceding claims, wherein said advertisement comprises a poster.

35 32. A method as claimed in any preceding claim, wherein a consumer is allocated an account which can be accessed via the internet to enable the consumer to find out

about the reward(s) which he has won.

33. A method as claimed in claim 32, wherein additional
services are offered to the consumer such as swapping or
5 auctioning a reward.

34. A method of collecting information as claimed in
any preceding claim, wherein a database of consumer
information is compiled from the information collected.
10

35. A database of consumer information collected by a
method described in any preceding claim.

36. A method of collecting information substantially as
15 hereinbefore described with reference to Figure 1,
Figure 2 or Figure 3 of the accompanying drawings.

37. A method of compiling a database of consumer
information substantially as hereinbefore described with
20 reference to Figure 1, Figure 2 or Figure 3 of the
accompanying drawings.

38. A method of advertising to collect consumer
information substantially as hereinbefore described with
25 reference to Figure 1, Figure 2 or Figure 3 of the
accompanying drawings.



INVESTOR IN PEOPLE

Application No: GB 0014013.7
Claims searched: 1-38

Examiner: Keith Sylvan
Date of search: 9 February 2001

Patents Act 1977 Search Report under Section 17

Databases searched:

UK Patent Office collections, including GB, EP, WO & US patent specifications, in:
UK Cl (Ed.S): G4A (AUXF)
Int Cl (Ed.7): G06F 17/60
Other: Online: WPI,EPODOC,PAJ

Documents considered to be relevant:

Category	Identity of document and relevant passage	Relevant to claims
A	US5855369 Lieberman. See the abstract.	-
A	NL1007644C Netgate BV. See the WPI abstract 2000-145694.	-

X	Document indicating lack of novelty or inventive step	A	Document indicating technological background and/or state of the art.
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☒ **COLOR OR BLACK AND WHITE PHOTOGRAPHS**

☐ **GRAY SCALE DOCUMENTS**

☐ **LINES OR MARKS ON ORIGINAL DOCUMENT**

☐ **REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY**

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